

## ABSTRACT

A method for pricing a product or service to promote or reward usage of the product or service by selecting a baseline price for a billing period; selecting a variable price per event or time period, the variable price being negative; selecting a number of events or a number of time periods; and calculating a total price per billing period. The total price is the sum of the baseline price and the product produced by multiplying the variable price and the number of events or time periods.

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